

**HAMK REPORT OF 4.5. “FIRST
STEPS OF
INSTITUTIONALIZATION OF
THE COUNSELLING TOOLBOX
AND THE SUPPORTING
TOOLBOX” NOVEMBER, 2020**

Work Package 4.5

4.5.1. Training to all intermediaries who serve SME owner-managers by HEI instructors

4.5.2. Training by HEI instructors to all relevant intermediary managers

Feedback from participants

The aim of the training for intermediaries was to show how to use the online train-the-trainer programme: how to use Toolbox Portal during the entire counselling process and how to operate the initiatives listed in the catalogue of transnational networking and cooperation. The business consultants in Finnish Institute for Enterprise Management (The Entrepreneurship Team, 20 participants + project team) were trained by HEI (HAMK University of Applied Sciences). The 6-Step Counselling Process was introduced in June 2020. In addition, examples were given on how Finnish Institute for Enterprise Management had already used it in practice.

In November 2020, the training continued for the same group. The aim of the training was to introduce the final version of the online tool, to provide practical guidance on how to use the tool and to stimulate discussion on where it could be used. The training was conducted as online training due to the Covid-19 situation. Project Manager Minttu Lampinen (HAMK) gave the training. The project team of Finnish Institute for Enterprise Management participated the training sessions and gathered feedback.

After the training, the participants will receive usernames for the online tool, the user manual translated into Finnish and a guidance video in Finnish produced by HEI (HAMK). HAMK has been responsible for translating the training materials and making it available to intermediaries.

The training was planned from the needs of the organization and the material in Finnish helped to achieve the training goals. Practical examples of using the tool were useful. For all staff, the tool has been presented online. The manual and guidance video have been shared through internal organization channels. Contact information for the project team is provided for more information.

4.5.3. Training to Communication, ICT and office staff in the intermediary organizations by INT managers

The Toolbox Portal has been introduced also for communications staff in the Marketing Team meetings. The team has given advice on how to share the tool through internal and external channels. The Marketing Team has been involved in planning and implementation of the dissemination work.

The federation of Finnish enterprises has introduced the toolbox portal to its staff members in internal team meetings.

4.5.4. The intermediary representatives in the operational teams to all SME

Due to the Covid-19 pandemic, all meetings and events with SMEs were cancelled. The SMEs were met online or contacted by phone, but the time was not appropriate for the presentation of the tool. Many SMEs are facing major challenges in their business due to the Covid-19 pandemic so the presentation of the tool will be implemented face-to-face later. However, the tool has been introduced online (LinkedIn, Twitter, Facebook, web pages, Teams). In external channels, the main message to the target audience has been: what are the benefits to consultants and owner managers of SMEs.

the Federation of Finnish Enterprises has introduced tool and offer to in the use, when they have met SME owner-manager clients virtually and also face-to-face during the spring and autumn time. FFE will tell about the toolbox in the newspaper before Christmas.

